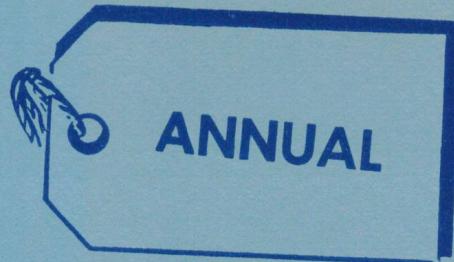


MAY 31 1966

COLLEGE RADIO



BULLETIN

"OUTSTANDING FEATURES FOR TODAY'S PROGRAMMERS"

BETHLEHEM, PENNSYLVANIA, 18015 • 215-867-0121

Dear Station Executive:

As you may well know by this time, the October issue of COLLEGE RADIO has been designated the ANNUAL. In this all-important issue your station will receive a FREE station listing as an IBS member station. You have already received your questionnaires which I hope you have already returned.

Invariably this issue of CR will prove to be a great asset to your station's list of reference material. It will not only serve as your station's commercial advertisement, but also your station's record and promotion getter for the next year.

Since the station that looks BIG, and acts like a worth-while station to advertise with, your station will undoubtedly want to advertise your station's ability to sell itself. Even though you may be a non-commercial station, you need records don't you? Well this is your opportunity to impress and advertise your station.

Enclosed please find our ANNUAL classified rate card. For just pennies your station can have a commercial message printed, a portion of your programming schedule, or your station executives listed as an advertisement. (THIS IS BESIDES YOUR FREE STATION LISTING.)

We hope we will hear from you concerning this all-important matter.

Sincerely in Broadcasting,

Henry G. Fromhartz
Editor-Publisher

HGF:slf

*an advertising and distribution life of
one year*

COLLEGE RADIO

MAY 31 1966

1966 ANNUAL ISSUE

FOR JUST PENNIES YOUR STATION CAN HAVE
AN ADVERTISEMENT OF ITS SALES POTENTIAL,
PROGRAMMING, AND OTHER SALES GETTERS.

THE STATION THAT LOOKS LIKE BIG TIME
WILL INvariably GET THE ADVERTISING FROM
NATIONAL AND REGIONAL SALES REPS.

premium positions at **ANNUAL rates**

YOUR
FREE STATION
LISTING
HERE

YOUR
1" SALES MESSAGE
HERE

2"

3"

ADJACENCY GUARANTEED

(over)

PREMIUM POSITIONS AT REGULAR RATES

LISTING ADVERTISEMENTS

Single column (2 1/4") by:

1" deep	\$ 2
2" deep	4
3" deep	6

- position immediately following your free editorial listing guaranteed
- no production charge for "all type" ads
- minimum production charges if we supply cuts

TERMS: net, no agency commission allowed

RESERVE SPACE NOW . . .

COLLEGE RADIO Magazine
Intercollegiate Broadcasting System
Bethlehem, Pennsylvania 18015

Please reserve advertising space immediately following our FREE station listing in the 1966 COLLEGE RADIO ANNUAL. Enclosed please find copy for our (1) (2) (3) inch advertisement listing:

(PLEASE TYPE COPY)

Remittance enclosed

Please bill: Station.....

Address

.....

Per.....

JUST A REMINDER----JUST A REMINDER----JUST A REMINDER TO YOU

Deadline for returning station questionnaire and station poll for the COLLEGE
RADIO ANNUAL is JUNE 30, 1966. ALL material must be returned so that
your station is guaranteed a listing in the publication. If you have already
sent in your material, we say thanks! If not, YOU MUST RETURN ALL FORMS.
If all forms are not returned you will get no listing in the ANNUAL.

JUNE 30, 1966

DEADLINE DATE FOR ANNUAL

JUNE 30, 1966